King, Valerie A.

From: King, Valerie A.
Sent: Thursday, July 31, 2003 2:02 PM
To: Kimberly.Prchal
Cc: 'Kelli Hogeland'; Mendes, Paul; Zedler, Barbara
Subject: Advertising - Billboards and Ashtrays/Lighters

DSS: No

Dear Kim:
We have completed our internal review of MDS' use of billboards for recruiting - in concept, we are comfortable with use of this type of media to date and feel that it does not violate any of our obligations with regard to the Master Settlement Agreement. However, we would like to continue to have the opportunity to review all non-traditional advertising language and strategies prior to implementation. It is possible, for example, that the use of billboards with different text might raise issues that the current context does not. To that end, please make sure that these are reviewed and approved by PM prior to implementation.

We have also internally reviewed the proposed use of lighters and ashtrays for recruiting. Although we don't think that these types of media violate any of the provisions of the Master Settlement Agreement, we have some concerns that the intent of this approach could be misconstrued. The rationale being that lighters and ashtrays have no intended use outside of the context of smoking, and that this could potentially be misinterpreted as supporting continuity of smoking. We would ask that this advertising strategy not be pursued. That said, however, we recognize that there may be a compelling reason from your side to use these types of media. If there is additional feedback in this regard, let me know and we can review this further.

If any questions or comments, please let me know.

Thanks,
Valerie

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